

# Utah Office of Tourism Board Meeting

Ogden Marriott  
Spruce-Aspen Room

May 17, 2006  
4:00 p.m.

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## Present

### Board Members

Kim McClelland  
Bob Bonar  
Steve Burr  
Colin Fryer  
Georgianna Knudson  
Jeff Robbins

Shelleice Stokes  
Steve Lindburg  
Bob Syrett  
Camille Cain  
Hans Fuegi

### Staff

Leigh von der Esch  
Mike Deaver  
Elaine Watts  
Patti Denny

Tracie Cayford  
Kelly Day  
Dave Williams

### Guests

List on file at UOT Office

### Organization

## Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves and tell what organization they represent.

## Minutes

Kim asked for the comments made by Ted Hallisey to be added to the minutes. Steve Lindburg made a motion to approve the minutes, it was seconded by Steve Burr and carried unanimously.

## Cooperative Marketing Recommendations

Hans thanked the Coop Committee members for the time and effort that they put into reviewing and scoring this round of applications for funding. The committee spent the last two days hearing oral presentations and he felt that it was well worth the effort. The available funds for this round of applications was \$1,001,071.00. The amount of funding requests was \$1,244,286.87, which included 4 incomplete applications and one that withdrew for a final requested amount of \$1,081,811.87.

The results of the applications are:

Applicant	Amount Requested	Amount Approved
2007 Rotary Int'l Convention Host Committee	\$ 168,150.65	\$ 168,150.65
America's Freedom Foundation/Stadium of Fire	50,000.00	\$ 0.00

<b>Applicant</b>	<b>Amount Requested</b>	<b>Amount Approved</b>
Bear Lake CVB	\$ 6,000.00	\$ 0.00
Bear River Association of Governments (Originally requested \$10,840 but asked committee in oral review for \$11,840.)	\$ 11,840.00	\$ 11,840.00
Daggett County	\$ 16,060.00	\$ 16,060.00
Dinosaurland Travel Board	\$ 15,150.00	\$ 15,150.00
Friends of the Moab Folk Festival	\$ 17,000.00	\$ 17,000.00
Historic District Improvement Company	\$ 19,400.00	\$ 0.00
Mt. Pleasant City/Heritage Highway 89	\$ 25,000.00	\$ 25,000.00
Ogden Valley Business Association	\$ 6,756.00	\$ 5,074.00
Panguitch Main Street, Inc.	\$ 10,000.00	\$ 0.00
Park City Chamber of Commerce – CVB	\$ 9,396.00	\$ 9,396.00
Park City Performing Arts Foundation	\$ 47,405.00	\$ 47,405.00
Piute County	\$ 20,000.00	\$ 20,000.00
Salt Convention & Visitors Bureau	\$ 88,645.22	\$ 88,645.00
Sportsmen for Habitat	\$100,000.00	\$100,000.00
Downtown Alliance	\$ 25,000.00	\$ 25,000.00
Uintah County Economic Development	\$ 25,000.00	\$ 0.00
Utah Festival Opera	\$ 50,000.00	\$ 50,000.00
Utah Museum of Fine Arts	\$ 40,000.00	\$ 0.00
Utah Ski & Snowboard Assn.	\$250,000.00	\$250,000.00
Utah Symphony & Opera	\$ 30,000.00	\$ 30,000.00
Utah Theatre Festival Corp./Neil Simon Festival	\$ 10,000.00	\$ 0.00
Wasatch Western Heritage, Inc.	\$ 12,000.00	\$ 12,000.00
Zion Canyon Art and Flute Festival	\$ 5,000.00	\$ 5,000.00

TOTALS	\$ 1,057,811.87	\$ 895,720.87
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The committee recommends that the Utah Ski & Snowboard Association and the Sportsmen for Habitat applications have a contract rather than an MOU.

Steve Lindburg commented that he felt there was great value in conducting the oral interviews even though it was a time consuming effort.

The deadline for the next round of applications is August 4 for \$2.3 million of available funds plus \$105,350.13 that will be carried over from FY06.

Bill Malone asked about the funding of conventions with co-op dollars. Hans responded that applications for marketing conventions that have already committed to come to Utah would be considered, but applications to attract conventions would not qualify under the guidelines.

Colin commented that the committee encourages organizations from the rural areas to apply for co-op funds.

Kim reminded the group that the main goal of the Co-op Fund is to attract out of state visitors to the state and bring new dollars into the economy.

**MOTION:** Bob Syrett made a motion to approve the recommendations of the Co-Op Committee regarding the funding of the applications as noted above. The motion was seconded by Bob Bonar and passed unanimously.

### **Media Buy Discussion**

Mike Deaver made a presentation of Carat Media's 2006 Media Overview. The recommended budget breakdown was:

❖ Pre-Winter Print-August, September, October	\$1,080,000
❖ Interactive Summer/Fall-June, July, August	875,000
❖ Interactive Pre-Winter-August, September, October	525,000
❖ Television-July, August	1,200,000
❖ Newspaper-July, August	320,000
Total Budget	\$4,000,000

There was considerable discussion about the budget breakdown as presented that included several scenarios for purchasing media.

**MOTION:** Following the discussion, Shelleice made a motion to allocate the funds as follows:

❖ Pre-Winter Print-August, September, October	\$ 580,000
❖ Interactive Summer/Fall-June, July, August	900,000
❖ Interactive Pre-Winter-August, September, October	525,000
❖ Television-July, August	1,700,000
❖ Newspaper-July, August	295,000
Total Budget	\$4,000,000

Since the television allocation was increased by \$500,000, Carat will look for an additional cable channel on another network or look at putting the allocation into national television rather than more cable and to do it with a sense of urgency.

The motion was seconded by Steve Lindburg and passed unanimously.

Rick Maw commented that the Pay Per Click Campaign is scheduled to end on June 30, and he encouraged the board to take that into consideration in the context of the Marketing Plan.

### **Director's Report and Miscellaneous Business**

Leigh reported that she did an informal survey of other states' travel guides, and she asked the board members to read the report. She commented that most states' guides are available as an eMagazine or they are moving towards that, and we need to look at that as well. The states that

had the accommodations guide integrated into the travel guide also had a 'lure' piece. The UOT needs to consider that for next year.

Shelleice asked for a report on the re-design of the utah.travel landing page. Leigh responded that that project has not been completed.

**MOTION:** Shelleice made a motion to approve up to \$9,000 for W Communications to work closely with Rick Maw to re-design the utah.travel page and have it ready for the Marketing Committee to look at by June 15. The motion was seconded by Bob Bonar and passed unanimously.

Shelleice reminded everyone that comments regarding the Marketing Plan are due by May 25 in preparation for the Marketing Committee meeting on June 1.

Thomas Cook asked for a budget breakdown for FY07 so they can prepare a media plan for the entire year.

Kim suggested that the bulk of the June 2 meeting be dedicated to the Marketing Plan as well as the budget allocations for FY07.

Next Meetings: The next meeting will be held June 2 in Salt Lake City with the following meeting scheduled for June 28 in Logan.